

"Some people carry blind, ugly
HATE inside of them...like
 a loaded gun. And when
 they carry it around too
 long, it goes off
AND KILLS...
 the way it killed
 a stranger last night!"



...the hero who re-
 covered the rage he
 thought he lost on the
 battlefield—to help
 avenge the killing!

DORE SCHARY presents

ROBERT YOUNG • ROBERT MITCHUM • ROBERT RYAN

in

"Crossfire"

with **GLORIA GRAHAME • PAUL KELLY • SAM LEVENE**

Produced by **ADRIAN SCOTT** • Directed by **EDWARD DMYTRYK**

Screen Play by **JOHN PAXTON**



...the ex-Army ser-
 geant who thought he
 knew all the answers!



...the dance-hall girl
 who met a lot of men
 —but how was she
 to remember all of
 them!



...the wife who
 begged an alibi from
 her rival—to save
 her husband from
 the chair!

This full-page advertisement appeared in THE SATURDAY EVENING POST, issue of July 26th, and in other publications—a part of the national advertising campaign which brought CROSSFIRE to the attention of theatre-goers everywhere, well in advance of the picture's appearance on the screen.

FOR DETAILS OF THIS CAMPAIGN SEE PAGE 6

EXHIBITORS MANUAL

Crossfire



"CROSSFIRE" hailed as exceptional! Declared to mark "a step forward in motion picture history"!

Trade press extolls box-office qualities of "thriller," noting novel and "daring theme" . . . Dailies, columnists, critics, acclaim "courageous handling" of hitherto avoided subject, presented as "explosive drama" . . . Record crowds crash premiere engagement in demonstration of overwhelming public approval!



Finlay ROBERT YOUNG
 Keeley ROBERT MITCHUM
 Montgomery ROBERT RYAN
 Ginny GLORIA GRAHAME
 The Man PAUL KELLY
 Samuels SAM LEVENE
 Mary Mitchell
 JACQUELINE WHITE
 Bowers STEVE BRODIE
 Mitchell GEORGE COOPER
 Bill RICHARD BENEDICT
 Detective RICHARD POWERS
 Leroy WILLIAM PHIPPS
 Harry LEX BARKER
 Miss Lewis MARLO DWYER

Certificate No. 12325
 Adapted from Novel by RICHARD BROOKS
 Dir. Photography J. ROY HUNT, A.S.C.
 Art Directors { ALBERT S. D'AGOSTINO
 ALFRED HERMAN
 Special Effects RUSSELL A. CULLY, A.S.C.
 Set Decorations { DARRELL SILVERA,
 JOHN STURTEVANT
 Makeup Supervision GORDON BAU
 Music Dir. C. BAKALEINIKOFF
 Film Editor HARRY GERSTAD
 Sound by { JOHN E. TRIBBY
 CLEM PORTMAN
 Assistant Director NATE LEVINSON
 Dialogue Director WILLIAM E. WATTS



Big for Box-Office!—Says Trade Press

Carefully wrought, excellently produced and acted, and is exceptionally good entertainment for adult audiences . . . certain to make this one of the most talked-about films yet produced, resulting in top box-office potentialities.
 —Showman's Trade Review

Packs a wallop from start to finish and contains qualities which make it saleable merchandise . . . A tense, taut story, brimming over with suspense and replete with stellar performances . . . An important film . . . should weigh in heavily at the box-office.
 —The Exhibitor

RKO can really do some whooping and hollering about "Crossfire." Picture is an exciting, daring expose . . . tensely sustained . . . acting is top-grade . . . elegant trappings . . . brilliantly dialogued screenplay could not be improved upon . . . It travels a straight line to a climax that will set audiences cheering.
 —Daily Variety

Rising from a framework of homicide, "Crossfire" is fashioned into a potent plea . . . Should receive widespread playing time. As a whodunit it has relentless police work to furnish drama, as a film with significance it faces its problem squarely.
 —Film Daily

Signs that motion pictures are coming of age can be determined from courageous stories of the calibre of "Crossfire" . . . The size of the box-office reception to this daring attraction can be spelled "smash." An absorbing crime drama . . . a feather in the caps of all who had hands in its making.
 —Hollywood Reporter

Here's dynamite! . . . an explosive theme . . . a spectacularly impressive topical thriller! . . . A picture with a big heart and a strong fist . . . Should make the industry and audiences stand up and cheer.
 —Independent Film Journal

Provocative, adult . . . should register satisfactory grosses anywhere.
 —Film Bulletin

Has pulled no punches . . . a hard-hitting film whose whodunit aspects are fundamentally incidental to the over-all thesis of bigotry . . . deserves to do well at the boxoffice . . . an exciting overall pattern. Herein is emphasized that Hollywood can turn out punchy modest-budgeters . . . has movement, intrigue, tempo and purpose.
 —Variety

Story line proceeds unflaggingly and undaunted in its measured, yet scathing denunciation of bigotry . . . A very important film . . . because it took courage, because it is the sort of film not normally associated with Hollywood . . . No punches are pulled . . . Dialogue is pungent, performances on a high level, direction absorbing and theme explosive! . . . An essentially new experience.
 —Motion Picture Daily

A forceful film that should set an audience back on its heels . . . Effective in the adult, dramatic way, it bares the grim story of blind religious hatred . . . Suspense and action are maintained at a high pitch from the opening scene to the smash finish.
 —Boxoffice

Sets the standard for frankness, sincerity and thoughtfulness . . . A murder-and-manslaughter story but Crossfire does not boggle in its approach to its subject . . . Never loses its entertainment value.
 —Motion Picture Herald

Joseph Samuels (Sam Levene) is found murdered. Police Captain Finlay (Robert Young) learns that Samuels, a girl, and three service men had hob-nobbed at a bar—one Montgomery (Robert Ryan) and Cpl. Mitchell (George Cooper) among them. While seeking Mitchell, placed under suspicion by Montgomery, the police pick up Sgt. Keeley (Robert Mitchum), who will not believe Mitchell guilty though Montgomery declares that Mitchell and one Bowers (Steve Brodie) were with Samuels at the latter's apartment, and though Finlay has found a clue pointing to Mitchell. Keeley finds and hides Mitchell, whose story is that he only recollects leaving Samuels and meeting a dance hall girl, Ginny (Gloria Grahame) who sent him to her apartment to sleep off his drinks. Bill (Richard Benedict) turns up to say that Bowers, in hiding, has communicated with him. At Bowers' hideout Montgomery is urging him to stick to their claim that they left Samuels alive. Montgomery presently eavesdrops on a discussion of the case by Bowers, Bill and Keeley, and learning that Bowers has altered his story, kills him. When this murder becomes known, Finlay and Mitchell's wife, (Jacqueline White) prevail upon Keeley to surrender Mitchell, after which they find Ginny to confirm Mitchell's alibi. Finlay lays an ingenious trap, into which Montgomery falls and incriminates himself of Samuels' murder. He is killed trying to escape.

Story

PHOTOPHONE FOOTAGE 7,696; RUNNING TIME 86 Min.

'Different,' 'Engrossing,' 'Courageous,' 'Arresting,' 'Explosive,' 'Savage,' 'Suspense-packed'
"A picture that had the guts to be important!"

Praise from the Daily Press!

"Crossfire" is a savage melodrama which keys the problem of race hatred in an unusual murder story . . . "Crossfire" is as grimly realistic as a brass-knuckled punch in the jaw . . . there are a number of fascinating characters running through the film. Robert Mitchum is perfect as a tough-minded, good-hearted sergeant who helps to solve the crime and Gloria Grahame does a brilliant turn as a tired, man-hating dance-hall hostess . . . "Crossfire" is an exciting melodrama—but more than that, it is very good to see Hollywood focusing its attention on a vital contemporary subject . . . "Crossfire" proves that real entertainment quality is a product of courageous artistry.

—Herald Tribune

"Crossfire," is exciting, arresting melodrama. The first Hollywood picture to bring the subject of anti-Semitism to the screen, the film is a hard-hitting murder story that sets hate as the motive for killing. Expert handling on all counts keeps the film moving at a head-long pace. Here are high suspense and gripping realism, for which credit goes to everyone concerned in the picture's making: to Edward Dmytryk for his vigorous direction, to John Paxton for his crisp, incisive writing and to a splendid cast . . . absorbing from its opening scene . . . all the characters are sharply drawn and brilliantly played. Outstanding is Robert Young who gives the finest performance of his entire screen career.

—Journal American

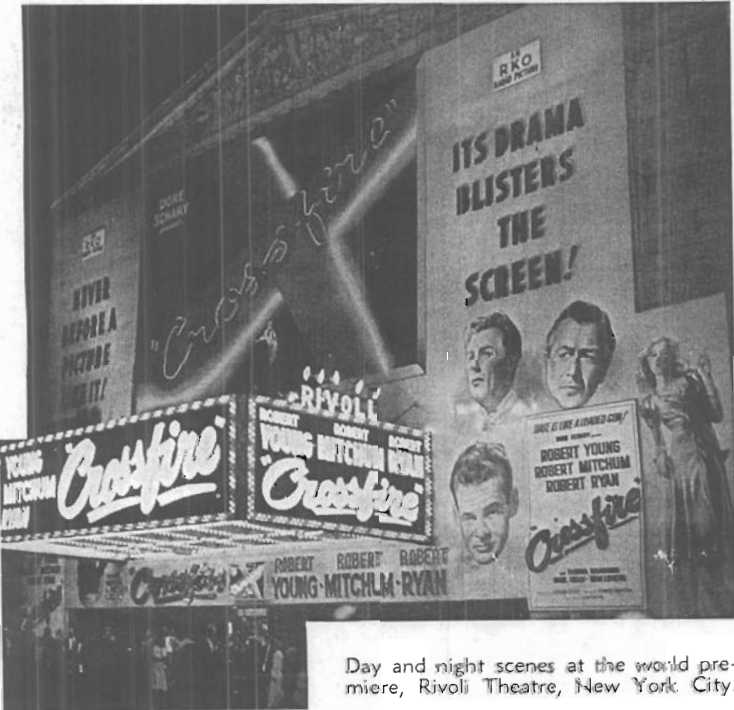
An unqualified A for effort is due to Producers Dore Schary, Adrian Scott and everyone else at RKO who had a hand in the making of "Crossfire," . . . for here, without hints or subterfuges, they have come right out and shown that such malice—in this case, anti-Jewish, is a dark and explosive sort of hate which, bred of ignorance and intolerance, can lead to extreme violence . . . a grimly absorbing melodrama . . . a superlative cast . . . Robert Ryan is frighteningly real as the hard, sinewy, loud-mouthed, intolerant and vicious murderer . . . Robert Young gives a fine taut performance as the patiently questing D. A.

—New York Times

The first film to break with Hollywood's policy of shutting its camera eye on controversial subject: "Crossfire," RKO's stinging melodrama at the Rivoli . . .

"Crossfire" is thus a notable a perhaps, noble departure from accepted screen practice . . . it is any standard, Hollywood or otherwise, an unusual picture. And I cause RKO has not forgotten the basic principle of successful movie-making is entertainment. "Crossfire" is also a first-rate show—clearly written, realistically played and directed, building to a culminated crescendo as it dramatizes the hunt for a killer who murdered without apparent motive.

—CUE Magaz



Day and night scenes at the world premiere, Rivoli Theatre, New York City.

With Columnists and Commentators

Billy Rose (Pitching Horseshoes, Syndicated Column):—

I recently saw a preview of "Crossfire." Around reel two, I realized I was looking at a Hollywood picture which had the guts to be important. Out of the land of flappedoodle . . . had finally come a movie which had something to say and wasn't afraid to say it. And it was saying it with boxing gloves, not dancing pumps . . . it would still be an exciting movie if it revolved around jewels, rather than Jews . . . "Crossfire" is the first Hollywood picture I remember seeing which has had the courage to speak right out about something that 140,000,000 people have been thinking about for a long time—race hatred . . . On 18,000 screens it can do more good than a whole passel of tolerance societies with fancy names on their stationery . . . When you see "Crossfire," I think you'll be proud it could have been made in this country.

Erskine Johnson (Over NBS Network):—

"Crossfire" is a daring expose of intolerance in the United States with all the dramatic wallop of a pile driver!

Sidney Skolsky (Hollywood Is My Beat):

"Crossfire," a violent, shocking, engrossing, proof-proving picture . . . You should see "Crossfire." But I don't believe I have to tell you this—you will!

Hedda Hopper (Syndicated Column):—

Robert Ryan is terrific in "Crossfire"; so are Bob Mitchum and Bob Young. In fact, there isn't a dull performance in the picture. The film is the first one to openly indict anti-Semitism in America. And I predict that it'll receive more conflicting criticisms than any picture we've made in ages . . . the film has a mighty telling effect.

Harry Hershfield (In My Week):—

"Crossfire" — incisive, searing, truth presented through an absorbing picture . . .

Jimmy Fidler (Over WJZ & ABC Network):—

The Best Picture of the Week is "Crossfire" . . . You'll come out of the theatre thinking and talking after you've seen "Crossfire."

"Crossfire" was received with critical accolades . . . will rank high on any season's list. Historically it is a landmark among movies . . . breaks through all the restraints and dares to face the idea in outspoken terms. That has not been done before in full length movies . . .

—World-Telegram

An absorbing murder yarn . . . never sacrifices entertainment for soapbox . . . melodramatically it is sustained suspense and excitement. "Crossfire" . . . looks like a new Broadway hit . . . giving an informal, almost spontaneous air to a film that from the outset, is fresh, crisp and provocative.

—Brooklyn Eagle

One of the most startling pictures ever to come out of Hollywood . . . Calls a spade a spade, and by inference asks what are you going to do about it. Represents an immense stride forward in the maturity of the movies, and the development of their social conscience . . . A tense, taut sense of urgency and immediacy . . . a first rate murder melodrama . . . audience will be drawn by this as much as by its social content . . . Writing . . . direction . . . performances . . . is little less than superb . . . a notable motion picture! "Crossfire" will undoubtedly arouse a good deal of discussion as to whether it should have been made at all. The more discussion, the more people will see it, and the more people see it, the more it will stand as a triumph for the American screen.

—Morning Telegraph

"Crossfire," a film which is not merely a step forward. It's a step into another world of thinking and doing . . . It is a right-thinking, brave and worthy film . . . This is a film to be praised, praised again, and seen by all!

—New York Post

As the first . . . on the subject of racial and religious prejudice right here in the United States, RKO's grim and grisly "Crossfire" . . . warrants particular inspection . . . It boldly comes out and names a canker which festers and poisonously infects the very vitals . . . for all the pious endeavors . . . to pooh-pooh or look the other way . . . Frankly unwraps before the public a very ugly and shocking social theme . . . combined within a framework of . . . melodrama to emotional and intellectual effect.

—Sunday Times (Bosley Crowther)

Still another answer to film cynics who argue that the screen can't be both entertaining and idealistic at the same time . . . Without once mounting a soapbox, it punches its message of tolerance across, makes it sting, simplifies it so you won't quickly forget it . . . has a withering audience effect and it took courage to do . . . a model of bold movie-making . . .

—Brooklyn Eagle-Sun (The Sound Track)

An out-of-the-ordinary picture . . . a suspense film . . . a grade-A thriller . . . deals with an important theme intelligently enough to reflect considerable credit on the movie industry.

—Life

It's Hollywood grown up!
—PM

(Letter from Editor John P. Lewis)

RKO has beaten every one else to the punch . . . It's a good forceful film . . . a melodrama with a message . . . engrossing melodrama, with suspense and excitement all the way.

—New York Sun

It is the first picture within this memory to speak up and use the word Jew in the slurring tones of his persecutors . . . Novelist and scenarist . . . have woven an intriguing story pattern and peopled it with a vigorous and varied set of characters.

—New York World-Telegram

An important, stirring film is "Crossfire," RKO's blitz against intolerance . . . taut, fast-moving melodrama . . . Robert Ryan gives one of the performances of the year . . . courageously conceived, skillfully executed.

—Daily Mirror

A picture with the vitality a force of tomorrow's headlines . . .

Woven through John Paxton's credible, exciting screen play is compellingly right set of human values, and Edward Dmytryk's authoritative direction has an almost documentary realism . . . Adu should find this abundantly worth their while.

—Amen

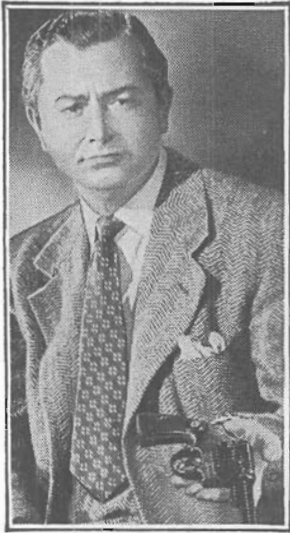
The valuable thing about "Crossfire" is that it's primarily a above all an exciting movie. I above all a knock-out job of movie making. It's above all "entertainment." For "Crossfire" is what absorbing, virile, direct, dramatic suspense-packed—as well as extraordinarily articulate.

—F

Everyone should see "Crossfire" Dore Schary's outspoken, deft story against anti-Semitism. The thing to admire in the film is that frankly links anti-Semitism with murder, brands the anti-Semite a dangerous menace to society which must be stopped . . . Young, make a powerful five-minute speech against intolerance . . . one of the few times that a Hollywood film has had the courage to speak forthrightly on a subject of deep concern to all people.

—Daily Worker





His First "Dick"

Robert Young is seen in his first screen detective role in "Crossfire," taut RKO Radio drama of a killing "without motive." Robert Mitchum and Robert Ryan are co-starred in the picture, which is said to handle courageously a theme hitherto avoided by producers of screen entertainment.

MAT 1-G



Scores as "Doll"

In "Crossfire" Gloria Grahame does her most effective work on the screen as a cabaret and dance-hall hostess—embittered, disillusioned, tender and sympathetic by turns. Robert Young, Robert Mitchum and Robert Ryan are co-starred in this thrilling drama of a murder from bigotry—a theme courageously handled in the RKO Radio production.

MAT 1-B



Two Ladies and a Man Who Asks Questions!

Here are Gloria Grahame, as a disillusioned dance-hall hostess Jacqueline White, as an understanding wife and Robert Young as a determined detective chief, in "Crossfire," RKO Radio's biting drama of unprovoked murder and the ferreting out of bigotry-poisoned perpetrator. The film, which has been termed a courageous handling of an usually taboo theme, co-stars Robert Mitchum and Robert Ryan with Young. Edward Dmytryk directed and Adrian Scott produced.

MAT 2-B



Prelude to a Murder!

A cocktail is spilled on a lady's sleeve—and thus, unbelievably, is set in motion the sequence of actions eventuating in a senseless, unpremeditated murder. The scene is from "Crossfire," RKO Radio's daring drama in which Robert Young, Robert Mitchum and Robert Ryan are co-starred. Shown are William Phipps, Ryan, Marlo Dwyer and Sam Levene—the ultimate victim of prejudice and bigotry.

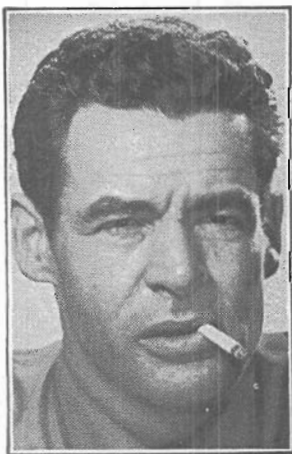
MAT 2-A



Homicide Quiz Session

Robert Ryan (seated) skillfully parries the searching questioning of detective Robert Young, in this scene from "Crossfire," RKO Radio's much-discussed drama of a killing for which motive could be found. Co-starred with these two is Robert Mitchum, while Gloria Grahame, Paul Kelly and Sam Levene have featured roles.

MAT 2-F



Dares Bigot's Role

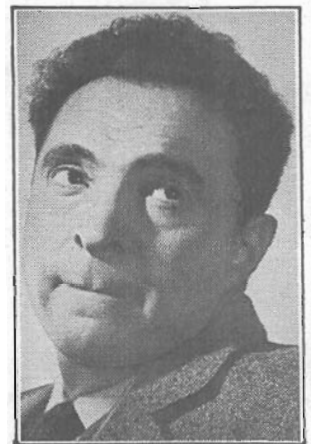
Deliberately choosing to play a role of a highly unpopular type, Robert Ryan succeeds magnificently in his characterization of a bigoted ex-service man, in RKO Radio's much-discussed drama, "Crossfire." Ryan is co-starred in this production with Robert Young and Robert Mitchum. Edward Dmytryk directed.



Impressive Again!

Robert Mitchum, co-starred with two other Roberts, Young and Ryan, adds another impressive performance to his gallery of screen portraits in "Crossfire," RKO Radio's drama of a killing resulting from blind prejudice. Despite the fact that all of the suspects and their associates are ex-service men, the film is in no sense a war picture.

MAT 1-D



Bigot's Victim

Sam Levene has a featured role in "Crossfire," in which he is seen as the victim in an unpremeditated killing, the result of bigotry long unchecked. This courageously daring drama co-stars Robert Young, Robert Mitchum and Robert Ryan. Edward Dmytryk directed for RKO Radio.



A Trap Is Set!

In "Crossfire," RKO Radio's daring drama of a killing based on religious bigotry, Robert Mitchum and Jacqueline White watch tensely while plans are laid to trap the wary suspect of a motiveless killing. With Mitchum in the co-starring roles are Robert Young and Robert Ryan. The picture, which has been praised for its courageous handling of a touchy theme, was directed by Edward Dmytryk.

MAT 1-E

Crime Thriller, "Crossfire" Packs Big Moral Punch

A brutal and purposeless murder motivates the action in "Crossfire," an action-mystery thriller, which takes on added significance through its scorching indictment of intolerance. Robert Young, Robert Mitchum and Robert Ryan are co-starred.

It is the punch-packed story of the murder of a Jewish ex-service man and the brilliant work of a detective who, without any clues to work on, tracks down the murderer. Young gets a change of pace as the hard-working detective whose grandfather, an Irish Catholic, was the victim of an equally senseless murder; Mitchum gives a notable portrayal of a sergeant who shields his friend from the police until his innocence is practically assured, and Ryan gives a powerful performance in his first unsympathetic role, that of a bigoted ex-army man.

In bringing to the screen for RKO Radio this fearless presentation of the criminal consequences of intolerance, Producer Adrian Scott and Director Edward Dmytryk have never lost sight of their primary goal, entertainment. "Crossfire" emerges as one of the most gripping film dramas of the year.

Suave Robert Young Serious Guy

For years a screen symbol of the man-about-town because of his deft handling of social comedy roles, Robert Young turned to serious drama when he turned to freelancing, on the expressed theory that an actor should be able to portray any type of character and also that the way to grow in power is through change.

Young acts decisively in guiding his own affairs, as was evidenced by the way in which he came to be in RKO Radio's "Crossfire," just after finishing "They Won't Believe Me" and his own independent production of "Three Were Thoroughbreds." When he had finished reading the script of "Crossfire," at 3 o'clock one morning, Young telephoned Don Schary, in charge of studio production, and in accepting the role said he was so enthusiastic about the story that he would cancel all his vacation plans. Five days later he began playing Captain Finley, Washington, D. C., police officer involved in solving a murder inspired by intolerance.

Young considers this story, throwing

FOR ADVANCE USE

"Crossfire"—Tense Thriller, Courageous Attack on Bigotry

Robert Young, Robert Mitchum and Robert Ryan, co-starred, contribute powerful characterizations to "Crossfire," a hard-hitting, realistic, mystery drama, which takes a sensational blast at the evils of intolerance.

The story has a Washington locale and centers around the murder of a Jewish ex-serviceman. Unpremeditated and lacking in motive, the crime presents the police with a tough problem. The stories of the many suspects offer only a dense mass of tangled, contradictory evidence. The case is finally cracked when the murderer, in co-operating with the authorities, over-reaches himself and falls into a clever trap.

Young, in the role of a determined, hard-working detective, is a far cry from the breezy sophisticate of his other films. Mitchum is one of the suspects who tries to draw the police away from his war buddy, and Ryan, in his first unsympathetic role, is the bigoted ex-army sergeant. Important roles in the supporting cast are filled by Gloria Grahame as a cheap dance-hall employer, Paul Kelly as her down-and-out husband, Sam Levene as the murder victim, Jacqueline White as the young wife of the chief suspect, impressively played by George Cooper, Steve Brodie as an ex-serviceman who opens his mouth once too often, and Richard Benedict, Richard Powers, William Phipps, Lex Barker and Marlo Dwyer. For RKO Radio Edward Dmytryk directed from a screenplay by John Paxton.

In addition to offering a tip-top mystery thriller this production by Adrian Scott is credited as being a fearless treatment of a timely and vital subject.

Robert Mitchum Scores Again

Robert Mitchum, who has had six smash hit roles in a little more than a year, willingly postponed a long-anticipated vacation when he read the script of RKO Radio's "Crossfire," a strong indictment of uncontrolled bigotry. Robert Young and Robert Ryan are co-starred with Mitchum.

Mitchum's role is that of one of the suspects involved in the senseless, prejudice-induced murder of an ex-serviceman. It is one of the most exacting dramatic roles that the brilliant young star has had.

the spotlight on intolerance, one crying to be made, which is why he gambled twelve years of stardom and fame in suave light comedy roles to play the grim part in the pioneer film cracking open a controversial subject hitherto considered taboo!

Young is a heavy contributor to charity; but he is not charitable toward night clubs, which would go out of existence if dependent on such a home-lower as he. He is devoted to his wife, Betty Henderson, a school-day sweet-heart, who came to the set of "Crossfire" to help celebrate their fourteenth wedding anniversary. He takes deep and intelligent interest in the care and upbringing of his four daughters.

An able raconteur, Young likes to stand around during leisure moments between shots talking, telling stories to fellow players and members of the crew.

He owns a ranch in Carmel Valley, 23 miles from Carmel, California, which he is making into a country home for himself and family... with the thought of living there and commuting by air to Hollywood sound stages when engaged in making a film.



Detective and Quarry

Robert Young, homicide squad chief (right), and Robert Ryan, as the man around whom the net of evidence is closing—two of the starred performers in RKO Radio's "Crossfire." Robert Mitchum is also starred in this blistering crime drama, which has been hailed for its courageous handling of a problem arising from bigotry and religious intolerance—hitherto avoided as material for presentation on the screen.

MAT 2-D

Tense Mystery Drama, "Crossfire" Vigorously Attacks Taboo Theme!

Robert Young, Robert Mitchum and Robert Ryan Co-starred in Hard-Hitting, Realistic Film Courageously Blasting at Religious Bigotry

A smashing indictment of intolerance, "Crossfire" is hailed as a brilliant, punch-packed drama, with Robert Young, Robert Mitchum and Robert Ryan receiving plaudits for their vigorous performances in the stellar roles of a gripping mystery story whose underlying current is bigotry and blind hatred.

Against the background of the nation's capital, the plot revolves around the unprovoked murder of a Jewish ex-soldier. The police round up several suspects who tell conflicting stories that throw no light on the case or reveal any motive for the senseless crime. How the murderer finally falls into an ingenious trap and betrays himself forms the smash climax.

In sharp contrast to his usual breezy romantic roles, Young is seen as the shrewd detective in charge of the case; Mitchum is a soldier-suspect who works to clear his best friend, whom the police look upon as the most likely culprit, while Ryan has the role of a bigoted ex-army sergeant.

Heading the supporting cast are Gloria Grahame as a dance hall girl,

Paul Kelly as her husband, a dishonorably discharged veteran; Sam Levene as the murdered man, Jacqueline White as the young wife of the chief suspect, impressively played by George Cooper, Steve Brodie as a weak, unstable ex-serviceman, and Richard Benedict, Richard Powers, William Phipps, Lex Barker and Marlo Dwyer.

Edward Dmytryk directed this Adrian Scott production for RKO Radio, and John Paxton wrote the screenplay. Advance notices commended "Crossfire" as a top-ranking mystery drama that embodies courageous treatment of a theme hitherto avoided by the screen.

Bigotry Blasted In Murder Film, "Crossfire"

Incited by bigotry, the murder of an ex-serviceman forms the basis of the gripping new drama, "Crossfire," in which Robert Young, Robert Mitchum and Robert Ryan have the starring roles.

The police round up several suspects who attended the drinking party at which the crime was committed but get nothing out of their fuzzy stories. Nobody knows anything and there is no apparent motive for the murder. The detective in charge of the case intuitively decides that intolerance is at the bottom of the affair and proceeds along those lines. He is helped when the actual murderer, who has been co-operating with the police, over-reaches himself and falls into a very ingenious trap.

Young has the role of the detective and Mitchum and Ryan are two of the suspects. Several members of the brilliant supporting cast share almost equal honors with the stars and the whole result is a well rounded dramatic film rich in suspense and top-notch entertainment.

Edward Dmytryk directed this production by Adrian Scott for RKO Radio.

Added Significance Given Crime Film By Unusual Theme

Developed as the underlying theme of a fast-moving, hard-hitting mystery-melodrama, the long-held intolerance of an ex-serviceman becomes the motive for a brutal murder in RKO Radio's new dramatic thriller, "Crossfire," starring Robert Young, Robert Mitchum and Robert Ryan.

This gripping drama is the bitterest indictment of religious bigotry ever to reach the screen. In addition to stimulating thought on the highly important need for national tolerance, the crisp drama will keep its audiences on the edge of their seats; it is top-notch, suspenseful entertainment.

Springboard of the story is the murder of a Jewish ex-serviceman for the sole reason that he is a Jew. How the chief detective hits upon the motive for this senseless crime and finally puts his finger on the murderer forms the substance of this thrill-packed film.

The ace team of Producer Adrian Scott and Director Edward Dmytryk has once again rung the bell with an unusual and distinctive piece of film fare.

These
are the
people

*who tell the screen's
most daring story!*



Relentless detective, confronted with the most baffling murder case of his career!



Cynical and secretive sergeant... did he know more than he dared reveal?



Tough and full of hate... but did he have a special reason to kill?



Lonely, down in the dumps... was he a brutal killer without a memory?



Many men sought Ginny... especially when they were lonely!



To save her husband, she braved a truth that might cost her marriage!



Just a stranger... why did anyone want to kill him?



Provocative Magazine Ads
Such As These - Stimulate
Interest In "CROSSFIRE"
Screen's Most Unusual Story

National Weeklies, Leading Fan Publications, Arouse Expectancy of Picture Patrons Toward Mystery Murder Drama
"That Had to be Made"!



Above—appearing in
LIFE, July 7th, circulation, 5,200,000
COLLIER'S, July 19th, circulation, 2,804,941

Below—appearing in
LOOK, August 5th, circulation, 2,310,000
NEWSWEEK, July 14th, circulation, 730,320

See front cover for
Ad appearing in
**SATURDAY
EVENING
POST**

July 26th, Circulation
3,848,193

TIME, June 30th
Circulation
1,554,323

**MOVIE SHOW,
SCREENLAND
and SILVER
SCREEN**
September issues
Combined circ.,
1,165,227

Another full page
Ad not yet ready,
appears in **LIFE**.
September 1st.
Circulation,

**WHOSE WERE
THE HANDS
THAT KILLED
THIS MAN...
WHAT WAS
THE MOTIVE?**

DORE SCHARY presents
ROBERT YOUNG - MITCHUM - RYAN
"Crossfire"
with
GLORIA GRAHAME - PAUL KELLY - SAM LEVENE

Were they the hands of the tough, cynical sergeant, who refused to tell all he knew?
Were they the hands of the lonely artist whose only wife was a gin-mill blonde?
Were they the hands of the cocksure ex-army sergeant who thought he knew all the answers?
"This is the story of an outrage... the story of how one man's will hatred led to another man's murder... a story that had to be told... that took daring and courage to tell... that will leave its savage imprint forever in your memory."

R.K.O.

Above—appearing in
LIBERTY, August 2nd, circulation, 1,400,000
MODERN SCREEN, September, circulation,
1,421,360
SCREEN ROMANCES, September, circulation
517,918
MOVIELAND and SCREEN GUIDE, September,
combined circulation, 488,124.

Also on **RKO RADIO'S
PIC-TOUR SCHEDULE**

LIFE, June 16th and June 30th.
Circulation, 10,400,000
COLLIER'S, June 28th.
Circulation, 2,809,341.

Crime Drama Plus, "Crossfire" Has Daring Theme

A near-perfect crime forms the basis of the thrilling new drama, "Crossfire," starring Robert Young, Robert Mitchum and Robert Ryan.

The story concerns the murder of a Jewish ex-serviceman. What makes it a near perfect crime is that it was based on intolerance and is therefore senseless and without motive. All the police have to go on are the garbled versions of witnesses at a drinking party. To divert suspicion from himself, the murderer co-operates with the police, succeeding in sending them off on false leads.

Young has the role of the shrewd detective in charge, while Mitchum and Ryan both figure as suspects. Heading the supporting cast are Gloria Grahame, Paul Kelly, Sam Levene, Jacqueline White, Steve Brodie and George Cooper.

"Crossfire" is the fearless dramatization of a timely subject treated with daring frankness. It emerges as one of the most significant dramatic entertainments of the year. Edward Dmytryk directed this production by Adrian Scott for RKO Radio.

REVIEW

"Crossfire," which opened yesterday at the Theatre, presents a thrilling mystery film whose underlying theme boldly deals with the ticklish subject of religious bigotry. The result is a screen-drama of distinction, one which rates highly as entertainment, while furnishing food for sober thought. Robert Young, Robert Mitchum and Robert Ryan are starred.

The story, laid in post-war Washington, is based upon the senseless murder of a Jewish ex-serviceman. The complete absence of any motive and the diabolical cleverness of the murderer, in co-operating with the police and diverting suspicion to his friends, presents what at first appears to be an insoluble problem.

The subject is handled with fearlessness and no punches are pulled. In addition, "Crossfire" has the distinction of uniformly brilliant work from an outstanding cast who leave an indelible impress on the beholder.

As the shrewd and hard-working detective in charge of the case, Young abandons his accustomed sophisticated breeziness and turns in a top-notch dramatic performance. Mitchum adds to his ever-growing list of acting triumphs in his portrayal of a serviceman who comes under suspicion, and Ryan gets away from rugged hero roles in his completely convincing work as a bigoted ex-army sergeant. Heading the supporting cast are Gloria Grahame as a cheap dance-hall girl, Paul Kelly as her husband, a dishonorably discharged vet; Sam Levene as the murder victim, Jacqueline White as the loyal wife of the chief suspect, Steve Brodie as an ill-fated ex-serviceman, George Cooper as the main suspect, and Richard Benedict, Richard Powers, William Phipps, Lex Barker and Marlo Dwyer. Edward Dmytryk directed and Adrian Scott produced for RKO Radio; John Paxton wrote the screenplay. "Crossfire" is recommended as one of the year's most distinctive pictures.

Murder at a drinking party gives the police a tough problem in RKO Radio's brilliant new drama, "Crossfire," a sensational expose of the deadly effect of uncorrected intolerance. Robert Young, Robert Mitchum and Robert Ryan are starred in this production by Adrian Scott, which was directed by Edward Dmytryk.

A blistering exposure of the dangers of bigotry, RKO Radio's gripping new drama, "Crossfire," stars Robert Young, Robert Mitchum and Robert Ryan in the exciting story of a man who is murdered for the sole reason that he belongs to a minority group. Directed by Edward Dmytryk, it is one of the year's most remarkable dramas.

Pulling no punches, RKO Radio's gripping new drama, "Crossfire," turns the spotlight on a menace to national unity, religious bigotry. This offering stars Robert Young, Robert Mitchum and Robert Ryan.

Self-Expression Robert Ryan's Aim

Tall, rugged Robert Ryan has always tried to express himself through the medium of the arts. The first thing he did in a professional way was to write a three-act drama which won a \$100 prize. This happened when he was a student at Dartmouth College, and he has vainly attempted to follow up this early success.

When one first meets Ryan, it is hard to think of him as an artist, a writer, an actor. Standing 6 ft. 3 inches, and with his 194 pounds packed solidly on a lean frame, he brings to mind a football player, a boxer, a man of action. But beneath this surface hardness there lies a desire to reach for the highest in artistic expression, and the desire is still there in spite of the battering Ryan took during the depression, when he took such odd jobs as sandhog, seaman, chauffeur, bill-collector and laborer. While in the Marine Corps, with no outlet for his interest in dramatics, Ryan turned to painting, and in his leisure hours dabbed away at canvas with oils.

Currently starred with Robert Young and Robert Mitchum, Ryan scores a hit in "Crossfire," RKO Radio's blistering drama of a crime arising from bigotry.

When not in front of a camera, Ryan is a slightly shy young man who converses fluently only after he knows you well, and who then astounds you with knowledge of varied subjects, horses, novels, contemporary politics. He likes to read and chooses books that will help him learn about a new subject, whether fiction, non-fiction, novel or biography.

Ryan is a family man, with no inclination to gab about in the bright spots. Around the house Ryan does the same chores that most husbands do, mows the lawn, dries the dishes, takes the baby for a stroll, etc.

Considered one of the most promising stars to appear on the Hollywood horizon in many years, and with a salary of four figures a week, Ryan recalls only too clearly the days when living was a day-to-day affair. He acts accordingly, has no airs, no pretensions.

Emotional Murder in "Crossfire," Mystery Thriller

Primarily a realistic murder mystery, "Crossfire" has an underlying theme which constitutes a scorching indictment of bigotry and intolerance. Robert Young, Robert Mitchum and Robert Ryan are starred in this gripping drama laid in post-war Washington.

The story is that of a Jewish ex-serviceman who is murdered by a bigoted chance acquaintance in a fit of blind rage solely because he is a Jew. With no motive for the senseless crime, the police are faced with a hard problem. The detective in charge of the case is able to pin a motive to the murder because his grandfather, many years before, had been murdered because he happened to be an Irish Catholic.

"Crossfire" is not a preachment, but a fearless handling of a theme which, to date, has been timidly avoided on the screen. Its emphasis is first and foremost on the drama of its murder mystery, but there is a courageous facing of questions which are uppermost in discussions of present-day trends and problems.

Edward Dmytryk, for RKO Radio, directed Adrian Scott's production, one of the year's most important offerings.

DURING RUN READERS, BRIEFS

Significant Theme Boldly Treated

Intolerance, one of the greatest menaces to national unity, is boldly dramatized in RKO Radio's gripping new offering, "Crossfire," starring Robert Young, Robert Mitchum and Robert Ryan. The screenplay has its locale in post-war Washington.

Young has the role of a brilliant detective who finds a motive for the senseless murder of an ex-serviceman, while Mitchum and Ryan figure as suspects. Edward Dmytryk directed this Adrian Scott production, one of the year's most sensational dramatic entertainments.

Bob Mitchum—Easy-going, Disciplined

Convivial and easy-going, Robert Mitchum, who is now one of the busiest actors in the film capital, seems to be serious about only one thing—his work. No one on the set, be it the carpenter or one of the chief producers, is exempt from the Mitchum jokes, and no one fails to respond to his infectious laughter.

Just as his approach to life is casual and unconventional so is his dress. Unless he's playing a role, Mitchum prefers to stroll around the studio lot in a sport shirt, slacks and moccasins. He considers formal dinners an extremely vexing form of torture. Informality is the keynote in the Mitchum home, too, his wife and two sons being easy to get along with.

The handsome six-foot leading-man is not much impressed with his star billing, thinking more of it can be attributed to good luck than to talent, but he's grateful for breaks, because good

times are only a recent habit. There was a long period in his life when Lady Luck looked the other way. He had odd jobs, on a freighter, as a machinist, factory work. Memories of these years stay with him, and he is determined not to "go Hollywood."

Visitors to the set are always charmed by Mitchum; he likes people and hits it off with strangers instantly. He wears no make-up on the screen; although he rides well and got his film start in westerns, he never goes for a horse-back ride. Mitchum says he'll eat anything that doesn't bite him first, which is his way of saying that he's not fussy about foods.

Mitchum's an even-tempered man; he usually knows his lines letter-perfect, but when he doesn't there are no scenes of temperament; even when he gets worked up about things, he manages to talk about matters in a rational, calm manner.

Currently he co-stars with Robert Young and Robert Ryan in RKO Radio's smashing drama, "Crossfire."

HOME TOWN LIST	
ROBERT YOUNG	Chicago, Ill.
ROBERT MITCHUM	Bridgeport, Conn.
ROBERT RYAN.....	Chicago, Ill.
GLORIA GRAHAME	Los Angeles, Cal.
PAUL KELLY.....	Brooklyn, N.Y.
SAM LEVENE	New York, N.Y.
JACQUELINE WHITE	Beverly Hills, Cal.
STEVE BRODIE	Eldorado, Kan.
GEORGE COOPER	Brooklyn, N.Y.
RICHARD BENEDICT	Palermo, Italy
RICHARD POWERS	Rochester, N.Y.
LEX BARKER.....	Rye, N.Y.

The hazy stories of participants in a drinking party that ends in a murder, which is unpremeditated and without any conceivable motive, give the police a knotty problem in RKO Radio's new drama, "Crossfire," starring Robert Mitchum and Robert Ryan.

Robert Ryan Scores In First 'Heavy' Role

Robert Ryan, who has made a name for himself in rugged romantic roles, has his first unsympathetic part in RKO Radio's new drama, "Crossfire," a bold indictment of the dangers inherent in religious bigotry. Ryan, Robert Young and Robert Mitchum are co-starred.

Ryan is seen as a bigoted ex-army sergeant who becomes involved in the murder of a man belonging to a minority group. This is Ryan's third role since his discharge from the Marine Corps. He scored his first success opposite Ginger Rogers in "Tender Comrade," he followed that with his recent role in "The Woman on the Beach" opposite Joan Bennett and Charles Bickford.

His current role is a radical departure in theme, technique and atmosphere.

"Crossfire," RKO Radio's exciting drama, starring Robert Young, Robert Mitchum and Robert Ryan, is the gripping story of a bigot whose intolerance drives him to murder. Young has the role of a shrewd captain of detectives and Mitchum and Ryan are two of several suspects.

Despite Baleful Onus Ryan Chose Heavy Role in "Crossfire"

It isn't every up-and-coming movie star who will take an obnoxious role in a screenplay over the protests of practically all his friends and advisers. Robert Ryan did!

Six-foot-three Ryan, Ginger Rogers' leading man in "Tender Comrade," who has been making a name for himself in rugged romantic roles in pictures, jumped at the chance to play the heavy in RKO Radio's "Crossfire."

This picture, which handles the problem of religious bigotry without pulling any punches, throws the onus of a murder on Ryan. The murder is that of a man of a minority group, and is without provocation or justification.

"Nobody'll love me after this," said Ryan. "But the problem is one to be dragged into the fight. If I can center public contempt on a hateful type, I'll feel I'm doing something worthwhile. So, career or not, I'll choose it!"

Feeling so, he deliberately sought the heavy role from Producer Adrian Scott and Director Edward Dmytryk, content to let the sympathetic roles fall to his co-stars, Robert Young and Robert Mitchum. The picture is primarily a tense murder mystery drama—the underlying theme of intolerance giving an added note of importance and significance.

Teasers!

Definitely important as an angle for starting your campaign on CROSS-FIRE are the eight teaser ads shown across the top of these two pages. Use them as far in advance as your situation warrants, adding name of theatre and your starting date in space left inside the border at bottom of each ad.

MATS 201 to 208 (inclusive)

2 cols. x 50 lines (3½ in.); total, 100 lines each

**MURDER WITHOUT
MOTIVE!**

Crossfire

RKO'S
SCREEN SENSATION!

MAT 201

**ITS DRAMA BLISTERS
THE SCREEN!**

Crossfire

RKO'S
SCREEN SENSATION!

MAT 205

**IF THEY GAVE
'OSCAR'S' FOR COURAGE
-This Picture Would Get It!**

Crossfire

RKO'S
SCREEN SENSATION!

MAT 206

**AN
OUTRAGE!**

—That's what this blistering drama is about!... About hate without reason... murder without motive!... See its daring theme exploded for the first time on the screen!

DORE SCHARY
presents

**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

in
"Crossfire"

with **GLORIA GRAHAME
PAUL KELLY · SAM LEVENE**

Produced by **ADRIAN SCOTT** · Directed by **EDWARD DMYTRYK** · Screen Play by **JOHN PAXTON**

MAT 216

2 cols. x 100 lines (7¼ in.); total, 200 lines

**IT'LL KNOCK
YOU OVER!**

A bombshell of blistering drama that explodes close to home!... So real, so personal that its theme has never been dared on the screen before!

DORE SCHARY
presents
**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

in
"Crossfire"

with
**GLORIA GRAHAME
PAUL KELLY
SAM LEVENE**

Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

MAT 215

2 cols. x 100 lines (7¼ in.); total, 200 lines

MURDER WITHOUT
MOTIVE!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 201

HIS ONLY CRIME
WAS LIVING!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 202

IF THEY GAVE
'OSCAR'S' FOR COURAGE
-This Picture Would Get It!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 206

THE SCREEN'S MOST
DARING DRAMA!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 207

IT'LL KNOCK
YOU OVER!

A bombshell of blistering drama that explodes close to home!... So real, so personal that its theme has never been dared on the screen before!

DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

"Crossfire"

with
GLORIA GRAHAME
PAUL KELLY
SAMI LEVENE

Produced by ADRIAN SCOTT
Directed by EDWARD DMYTRYK
Screen Play by JOHN PAXTON



MAT 215

2 cols. x 100 lines (7 1/4 in.), total, 200 lines

THE SCREEN'S
GREAT DRAMA OF

HATE!


The blistering
outrage!—A bon
of drama that explodes
to home it will knock yo

DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

"Crossfire"

with
GLORIA GRAHAME • PAUL KELLY • SAMI LEVENE

Produced by ADRIAN SCOTT • Directed by EDWARD DMYTRYK



MAT 217

2 cols. x 102 lines (7 1/4 in.), total,

PRIME

!

re

RKO'S
SENSATION!

SENSATIONAL? NO!
-- IT'S DYNAMITE!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 203

HATE IS LIKE A
LOADED GUN!

Crossfire

RKO'S
SCREEN SENSATION!

MAT 204

'S MOST
MA!

fire

RKO'S
SCREEN SENSATION!

NEVER BEFORE --
A PICTURE LIKE

Crossfire

RKO'S
SCREEN SENSATION!

MAT 208

Follow Through!

The four ads shown across the bottom of these two pages form a natural second-step follow-up to the teasers above and at left. You may find it advisable to run these before stepping into use of the larger display ads shown on the following pages.

SCREEN'S
DRAMA OF

HATE!

The blistering story of an outrage!—A bombshell of drama that explodes so close to home it will knock you over!



DORE SCHARY presents
**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

in
"Crossfire"

with
GLORIA GRAHAME · PAUL KELLY · SAM LEVENE

Produced by ADRIAN SCOTT · Directed by EDWARD DMYTRYK · Screen Play by JOHN PAXTON

MAT 217

102 lines (7 1/4 in.); total, 204 lines

SENSATIONAL? NO! IT'S DYNAMITE!

MURDER WITH-
OUT MOTIVE!

...Drama that
blisters the
screen!

Drama so dar-
ing, so real, so
personal — it's
frightening!



DORE SCHARY
presents

**ROBERT YOUNG · MITCHUM
ROBERT RYAN** in

with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**
Produced by ADRIAN SCOTT · Directed by EDWARD DMYTRYK
Screen Play by JOHN PAXTON



"Crossfire"

RKO
RADIO
PICTURES

MAT 301—3 cols. x 100 lines (7 in.); total, 300 lines

These
are the
people

*who tell the screen's
most daring story!*



Relentless detective, confronted with the most baffling murder case of his career!



Cynical and secretive sergeant... did he know more than he dared reveal?



Tough and full of hate... but did he have a special reason to kill?



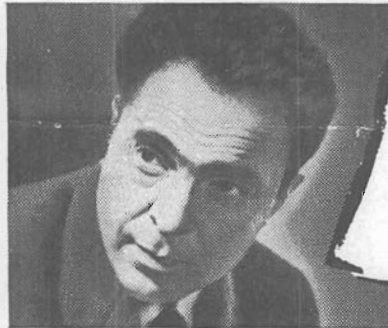
Lonely, down in the dumps... was he a brutal killer without a memory?



Many men sought Ginny... especially when they were lonely!



To save her husband, she braved a truth that might cost her marriage!



Just a stranger... why did anyone want to kill him?

DORE SCHARY
presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN
in
"Crossfire"
with
GLORIA GRAHAME
PAUL KELLY • SAM LEVENE
Produced by
ADRIAN SCOTT • EDWARD DMYTRYK
Directed by
Screen Play by JOHN PAXTON

MAT 501—5 cols. x 160 lines (11 1/2 in.); total, 800 lines

All accessories are available from
NATIONAL SCREEN SERVICE
Order them from the branch office
which serves you

All the linages above two inches by one column indicated under the ad reproductions in this manual include spaces allowing for your theatre tie-in copy.

HATE

IS LIKE A LOADED GUN!

— and sometimes it goes off AND KILLS! ... the way it kills a stranger in this sensational drama with THE MOST DARING THEME EVER SCREENED!



DORE SCHARY presents
**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

"Crossfire"

with
**GLORIA GRAHAME
PAUL KELLY
SAM LEVENE**



Produced by ADRIAN SCOTT • Directed by EDWARD DMYTRYK • Screen Play by JOHN PAXTON

MAT 213

2 cols. x 72 lines (5¼ in.); total, 144 lines

**THE SCREEN'S MOST DARING DRAMA!
... NEVER BEFORE A PICTURE LIKE IT!**

DORE SCHARY presents
ROBERT YOUNG ROBERT MITCHUM ROBERT RYAN
in
"Crossfire"
with
**GLORIA GRAHAME
PAUL KELLY · SAM LEVENE**
Produced by ADRIAN SCOTT • Directed by EDWARD DMYTRYK
Screen Play by JOHN PAXTON

HATE
without reason!
MURDER
without motive
... in drama
that blisters
the screen!



MAT 214

2 cols. x 74 lines (5¼ in.); total, 148 lines

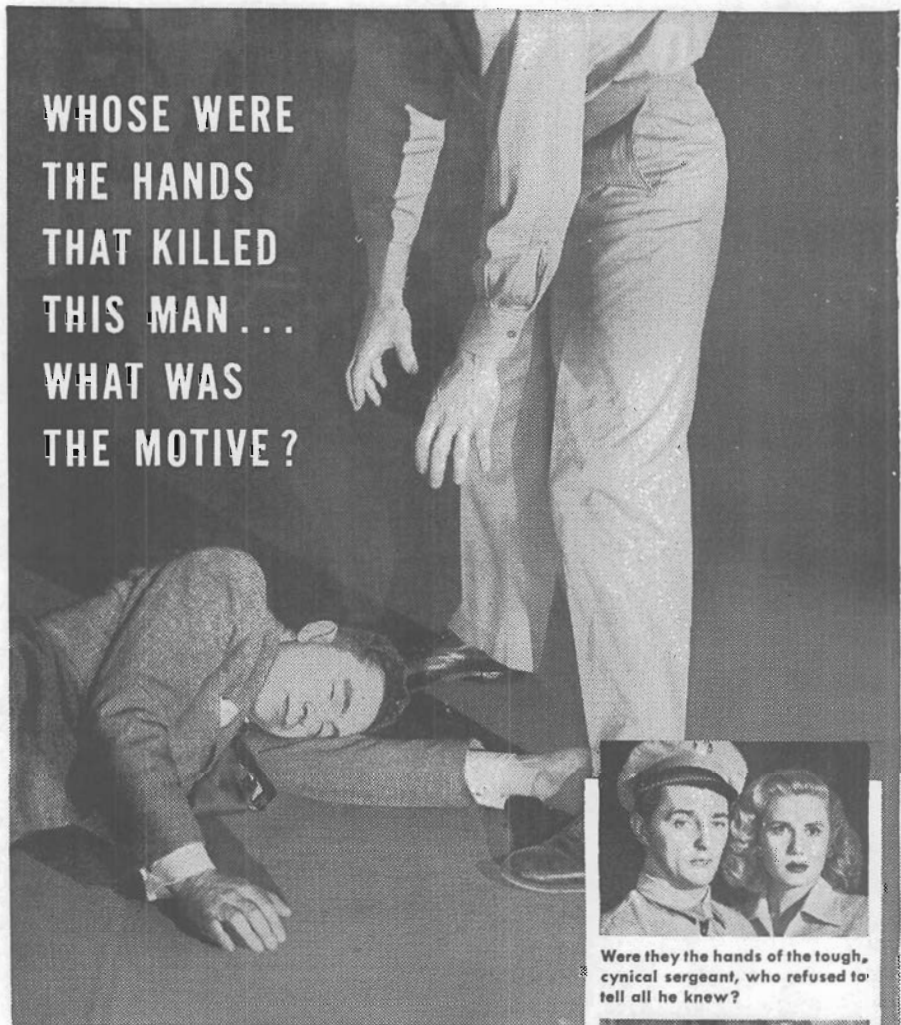
NEVER BEFORE A SENSATION LIKE THIS!

DORE SCHARY presents
**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

with
**GLORIA GRAHAME
PAUL KELLY · SAM LEVENE**

MAT 209

2 cols. x 14 lines (1 in.); total, 28 lines



**WHOSE WERE
THE HANDS
THAT KILLED
THIS MAN...
WHAT WAS
THE MOTIVE?**



Were they the hands of the tough, cynical sergeant, who refused to tell all he knew?



Were they the hands of the lonely artist whose only alibi was a gin-mill blonde?



Were they the hands of the cocksure ex-army sergeant who thought he knew all the answers?



"This is the story of an outrage ... the story of how one man's evil hatred led to another man's murder ... a story that had to be told ... that took daring and courage to tell ... that will leave its savage imprint forever in your memory."

DORE SCHARY presents

**ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN**

"Crossfire"

WITH
**GLORIA GRAHAME · PAUL KELLY
SAM LEVENE**

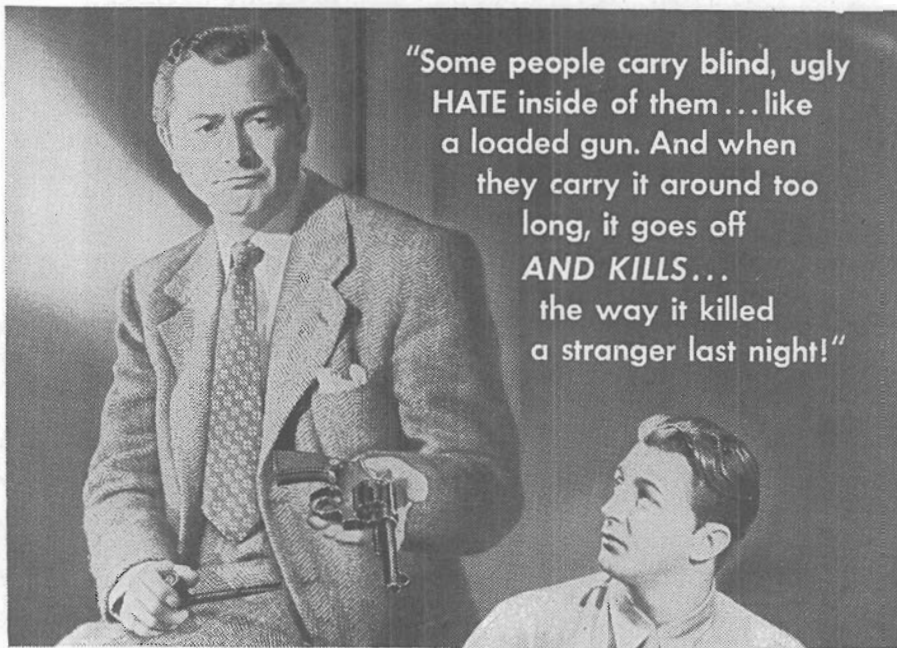
Produced by ADRIAN SCOTT

Directed by EDWARD DMYTRYK

Screen Play by JOHN PAXTON



MAT 304—3 cols. x 196 lines (1¼ in.); total, 588 lines



"Some people carry blind, ugly HATE inside of them... like a loaded gun. And when they carry it around too long, it goes off AND KILLS... the way it killed a stranger last night!"

DORE SCHARY presents

ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN



...the hero who recovered the rage he thought he lost on the battlefield — to help avenge the killing!



...the ex-Army sergeant who thought he knew all the answers!

"Crossfire"

WITH **GLORIA GRAHAME · PAUL KELLY**
SAM LEVENE



Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**



...the dance-hall girl who met a lot of men — but how was she to remember all of them!

MAT 302—3 cols. x 137 lines (9¾ in.); total, 411 lines

SO DARING THAT NO SCREEN EVER RISKED TELLING ITS STORY BEFORE!

The murder of a man whose only crime was living!... **HATE DID IT** — hate that turns to living flame in a drama so personal that you cannot escape it!

She knew many men — but few names.

DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

Dared he hide more than he told?

Could he "break" motiveless crime?

Did he have special reasons to hate?

in "Crossfire"



with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**
Produced by **ADRIAN SCOTT** · Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

218

MAT 218

2 cols. x 155 lines (11 in.); total, 310 lines

HATE WITHOUT REASON! MURDER WITHOUT MOTIVE!

DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM · ROBERT RYAN
in **"Crossfire"**
with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**

Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

MAT 104
68 lines (5 in.) on 1 col.

THE SCREEN'S MOST DARING DRAMA!

DORE SCHARY presents
ROBERT YOUNG · ROBERT MITCHUM · ROBERT RYAN
in **"Crossfire"**
with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**

Produced by **ADRIAN SCOTT** · Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

MAT 103
52 lines (3¾ in.) on 1 col.

ITS DRAMA BLISTERS THE SCREEN

DORE SCHARY presents
ROBERT YOUNG · ROBERT MITCHUM · ROBERT RYAN
in **"Crossfire"**
with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**

Produced by **ADRIAN SCOTT** · Directed by **EDWARD DMYTRYK** · Screen Play by **JOHN PAXTON**

MAT 210
2 cols. x 38 lines (2¾ in.); total, 76 lines

So Daring

THAT NO SCREEN
EVER RISKED
TELLING ITS
STORY BEFORE!

Hate without reason!
Murder without
motive! Its drama
blisters the screen!

DORE SCHARY presents

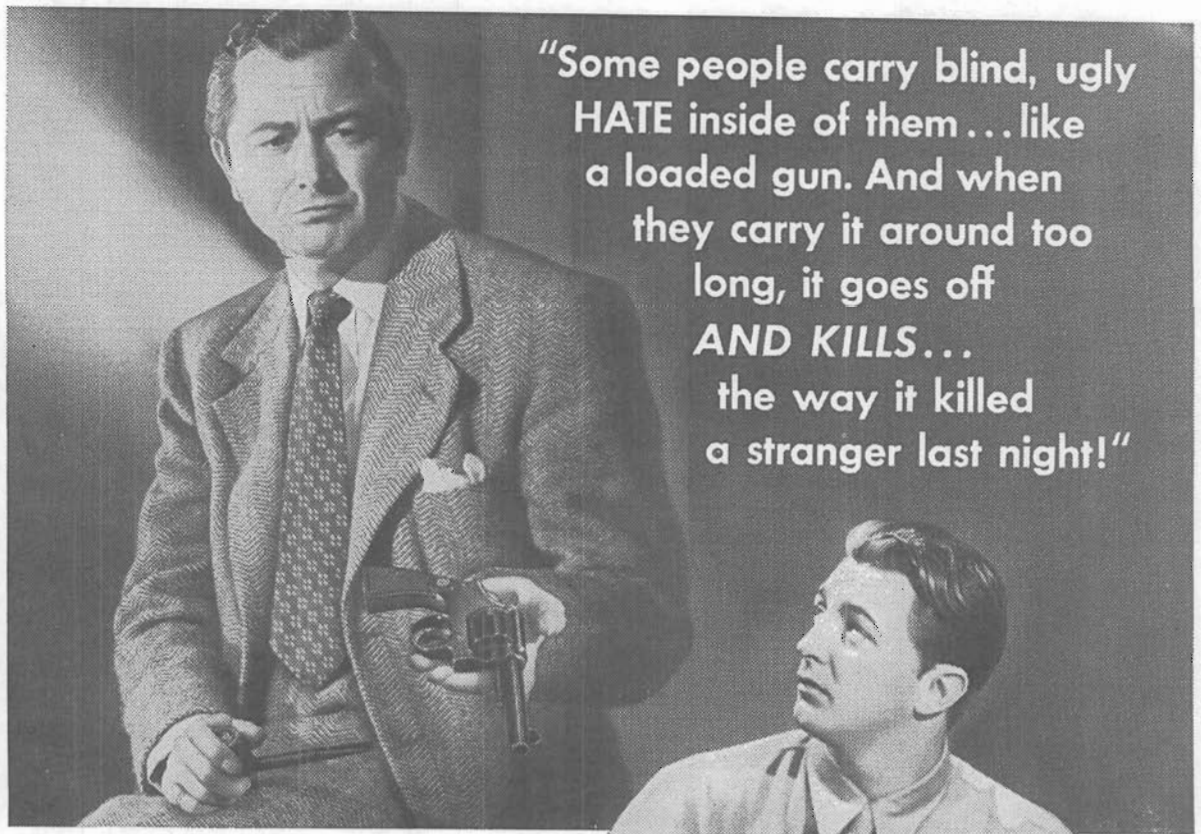
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

in
"Crossfire"

with
GLORIA GRAHAME
PAUL KELLY
SAM LEVENE



Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**



"Some people carry blind, ugly
HATE inside of them... like
a loaded gun. And when
they carry it around too
long, it goes off
AND KILLS...
the way it killed
a stranger last night!"

...the hero who re-
covered the rage he
thought he lost on the
battlefield—to help
avenge the killing!

...the ex-Army ser-
geant who thought he
knew all the answers!

...the dance-hall girl
who met a lot of men
—but how was she
to remember all of
them!

...the wife who
begged an alibi from
her rival—to save
her husband from
the chair!

DORE SCHARY presents

ROBERT YOUNG · MITCHUM · RYAN

in
"Crossfire"

with **GLORIA GRAHAME · PAUL KELLY · SAM LEVENE**

Produced by **ADRIAN SCOTT** · Directed by **EDWARD DMYTRYK**

Screen Play by **JOHN PAXTON**



MAT 106

112 lines (8 in.) on 1 col.

**BLISTERING
DRAMA**

...so personal
you cannot
escape it!

DORE SCHARY presents

ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

in
"Crossfire"

with **GLORIA GRAHAME**
PAUL KELLY · SAM LEVENE



Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

**HATE
IS LIKE
A LOADED
GUN!**

DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN

in
"Crossfire"

with
GLORIA GRAHAME
PAUL KELLY
SAM LEVENE

Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

**THE SCREEN'S
MOST DARING
DRAMA!**

**NEVER BEFORE
A PICTURE LIKE THIS!
... DRAMA THAT BLISTERS
THE SCREEN!**

DORE SCHARY presents
ROBERT YOUNG · MITCHUM · RYAN

in
"Crossfire"

with
GLORIA GRAHAME · PAUL KELLY · SAM LEVENE

Produced by **ADRIAN SCOTT**
Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

MAT 105

88 lines (6 3/4 in.) on 1 col.

MAT 211

2 cols. x 60 lines (4 1/4 in.); total, 120 lines

MAT 212

2 cols. x 60 lines (4 1/4 in.); total, 120 lines

These
are the
people

*who tell the screen's
most daring story!*



Relentless detective, confronted with the most baffling murder case of his career!



Cynical and secretive sergeant . . . did he know more than he dared reveal?



Tough and full of hate . . . but did he have a special reason to kill?



Lonely, down in the dumps . . . was he a brutal killer without a memory?



Many men sought Ginny . . . especially when they were lonely!



To save her husband, she braved a truth that might cost her marriage!



Just a stranger . . . why did anyone want to kill him?

DORE SCHARY
presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN
in
"Crossfire"
with
GLORIA GRAHAME
PAUL KELLY • SAM LEVENE
Produced by
ADRIAN SCOTT • EDWARD DMYTRYK
Directed by
EDWARD DMYTRYK
Screen Play by **JOHN PAXTON**
R K O
RADIO
PICTURES

MAT 303—3 cols. x 168 lines (12 in.); total, 504 lines

SCREEN'S
MOST
DARING
DRAMA!
DORE SCHARY presents
ROBERT YOUNG
ROBERT MITCHUM
ROBERT RYAN
"Crossfire"
WITH
GLORIA GRAHAME
PAUL KELLY
SAM LEVENE
Produced by **ADRIAN SCOTT** • Directed by **EDWARD DMYTRYK**
Screen Play by **JOHN PAXTON**

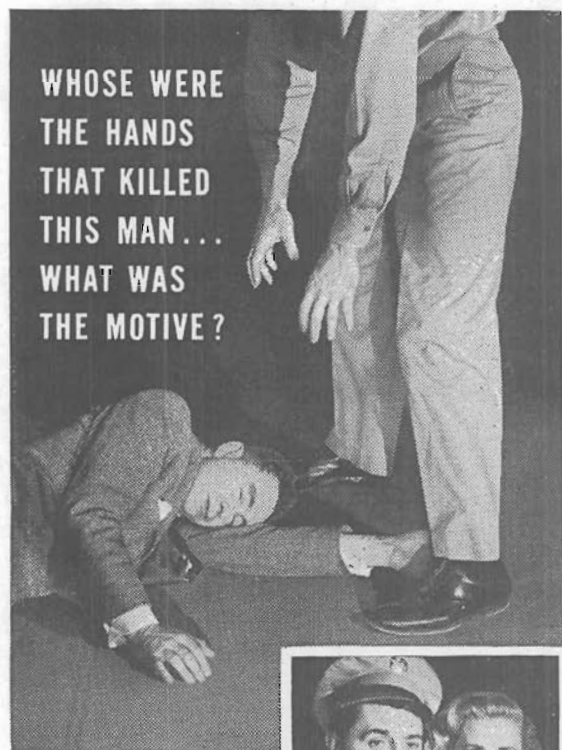
MAT 102

32 lines (2 1/4 in.) on 1 col.

DORE SCHARY presents
ROBERT YOUNG • ROBERT MITCHUM • ROBERT RYAN
"Crossfire"

MAT 101

14 lines (1 in.) on 1 col.



WHOSE WERE
THE HANDS
THAT KILLED
THIS MAN...
WHAT WAS
THE MOTIVE?



Were they the hands of the tough, cynical sergeant, who refused to tell all he knew?



Were they the hands of the lonely artist whose only alibi was a gin-mill blonde?



Were they the hands of the cocksure ex-army sergeant who thought he knew all the answers?

DORE SCHARY
presents
ROBERT YOUNG
•
ROBERT MITCHUM
•
ROBERT RYAN

IN
"Crossfire"

WITH
GLORIA GRAHAME
PAUL KELLY
SAM LEVENE

Produced by
ADRIAN SCOTT
Directed by
EDWARD DMYTRYK

R K O
RADIO
PICTURES
Screen Play by
JOHN PAXTON

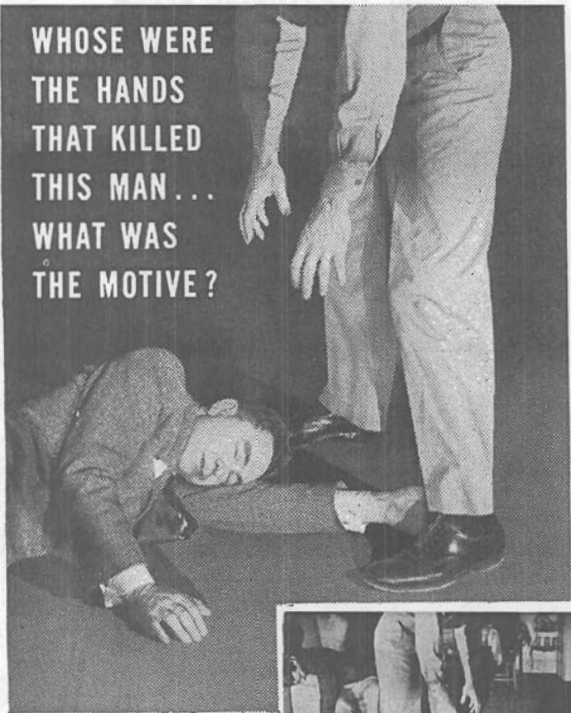


This is the story of an outrage . . . the story of how one man's evil hatred led to another man's murder . . . a story that had to be told . . . that took daring and courage to tell . . . that will leave its savage imprint forever in your memory."

MAT 219

2 cols. x 201 lines (14 1/2 in.); total, 402 lines

WHOSE WERE
THE HANDS
THAT KILLED
THIS MAN...
WHAT WAS
THE MOTIVE?



It is also possible to enlarge Ad 219 for the above pictorial subject.



BLOW UP DISPLAY

Note the scene at left, reproduced from Ad 219. For lobby purposes a still is available that is capable of being enlarged to great size and given the same sort of treatment as in the ad. The text can be painted in white, for which the background can be killed by painting it black. This makes an exceedingly stimulating display from a teaser angle. The blow-up of this scene can have added effect if it is tinted.

At left is Still CF. 57, from which the ad illustration was adapted. This still is in the National Screen Service set, and can be enlarged for your display purposes.

BOARD FOR ESTIMATE CONTEST

from "Crossfire" stills and some whole stills, and also apply cut-out heads of Young, Mitchum and Ryan taken from the posters, so that the entire board will be covered by the montage, including a cross design bearing the picture title. Letter star billing for the picture above the montage. Offer guest tickets to the patron who estimates closest to the number of faces shown on the entire display. Place a box near the display to receive estimates, and supply paper and pencils for the convenience of persons registering their estimates. Work the stunt one week in advance of the showing, in order to build up interest in the show. To avoid tie awards, have each contestant write in ten words why he would like to see "Crossfire," and make the merit of this expression a factor in deciding the winner.

AD ENLARGEMENT DISPLAY

Note Ad 303 in this manual, containing a pictorial line up of characters in "Crossfire," each with an intriguing caption. For a telling display it is suggested that a one-sheet enlargement be made of this ad for lobby use.

TRANSCRIPTION

All RKO branches have "CROSSFIRE" transcription discs for use on local radio stations. The platters contain ten 1-Minute Spot announcements on one side and sixteen Chain Breaks on the reverse side. These are all straight selling Spots. Cuts 1 through 8 on the Chain Breaks can be used as 15-Second Spots, and cuts 9 through 16 are 20-Second Spots.

Matched Star Portraits

Through trailers, newspaper ads and lobby board tell your patrons about this contest. Print individual cards bearing one-column cuts of Robert Young, Robert Mitchum and Robert Ryan. Distribute these cards about town, widely scattered, and offer guest tickets to the first ten persons bringing to the theatre a complete set of the three star portraits.

Lobby Clue Display

Make up a "clue board" on which fasten a wallet with imitation money protruding, an overseas army cap, a necktie noose, and a pistol. Use copy: "Clues in the mystery of two murders. See 'Crossfire' with Robert Young, Robert Mitchum and Robert Ryan." Heads of the stars should be included on the board.



RR Spec. 34 Robert Ryan



JW Spec. 4 Jacqueline White

OLD SPICE TOILETRIES. These specially posed stills are suitable for window displays and counter displays for local tie up use. A men's brand and a women's brand are featured in the respective stills. The product is sold in department stores generally.

CROSSFIRE! A scathing denunciation of hatred within our midst. A picture which tears the pretty language off an ugly outrage. **CROSSFIRE!** Starring Robert Young, Robert Ryan and Robert Mitchum, in a terrific drama.

RADIO SPOTS

This is your picture . . . It's about a subject you know . . . It's a tale of a murderer you live with . . . It's **CROSSFIRE**, a stark drama of a senseless hatred. For the first time the screen shows prejudice for what it is. **CROSSFIRE** . . . blazing, dangerous and tremendous. See Robert Young, Robert Ryan and Robert Mitchum in **CROSSFIRE**.

CROSSFIRE, starring Robert Young, Robert Ryan and Robert Mitchum . . . a tense drama of a hysterical hatred . . . a searing, scathing drama . . . **CROSSFIRE** . . . Remember it! Mark it down as a picture not to be missed.



CF Spec. 8. Robt. Mitchum



CF Spec. 5. Robt. Ryan

SUNBEAM SHAVEMASTER. Two of the stars of "Crossfire" are seen in these stills posed with Sunbeam Shavemaster, electric shaver. These stills, like others on this page, are in the National Screen Service sets.

GENERAL STAR TIE-UP STILLS FOR WINDOW DISPLAYS



CF Spec. 3 Grahame Rowe Vending Cigarette Machine



JW Spec. 3 White Modern Hygiene Vacuum Cleaner



CF Adv. 112 Robt. Young Pipes, Hats, Ties



RM. 35. Robt. Mitchum Becca Records



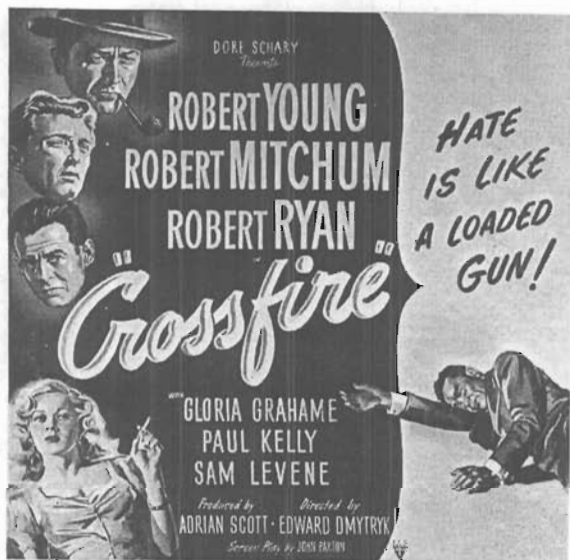
CF Adv. 109. Robt. Young Ties, Pipes, Suits



TWENTY-FOUR SHEET



11 x 14s . . . Set of Eight



SIX SHEET



INSERT



22 x 28 (A) SLIDE Same Style



THREE SHEET

ORDER
THESE
ACCESSORIES
FROM
NATIONAL
SCREEN
SERVICE



ONE SHEET



22 x 28 (B)



WINDOW CARD



HERALD . . . 9 x 12 . . . \$3.50 per Thousand



Exhibitors manual for Crossfire, 1947.

Courtesy Adrian Scott Papers, American Heritage Center, University of Wyoming-Laramie.